

	Acquire	Apply	Guide	Shape
Communicates/teaches company's core purpose and values	<input checked="" type="radio"/> 42a <ul style="list-style-type: none"> Seeks guidance in securing customer information Begins to learn company's core purpose and values 	<input type="radio"/> 42b <ul style="list-style-type: none"> Seeks complete information from customers and maintains a consumer focus Willingly shares information and coaches peers and new employees 	<input type="radio"/> 42c <ul style="list-style-type: none"> Effectively teaches company's core purpose and value to others Helps apply company's core purpose and values to team initiatives, priorities and decisions Is viewed as a valued coach and/or mentor to others 	<input type="radio"/> 42d <ul style="list-style-type: none"> Communicates a compelling vision that generates enthusiasm and commitment Uses a "customer knowledge system" to promote unfiltered communications and develop an understanding of the customer
Communicates concisely, with conviction, and cultural sensitivity	<input type="radio"/> <ul style="list-style-type: none"> Actively learning about language and cultural requirements Seeks to understand a variety of viewpoints; keeps an open mind and begins to develop his/her own point of view 	<input type="radio"/> <ul style="list-style-type: none"> Demonstrates sensitivity to language and cultural requirements Is willing to "take a stand" when expressing one's point of view, while at the same time respecting the views of others 	<input checked="" type="radio"/> <ul style="list-style-type: none"> Coaches and motivates others to be more culturally sensitive and aware Positively influences group commitment through consensus building techniques 	<input type="radio"/> <ul style="list-style-type: none"> Fosters a climate of cross-cultural awareness and sensitivity Creates a culture that demands clear, fast, open and accurate communications--up, down and across the organization

COMMUNICATION SELF-ASSESSMENT

Fig. 2

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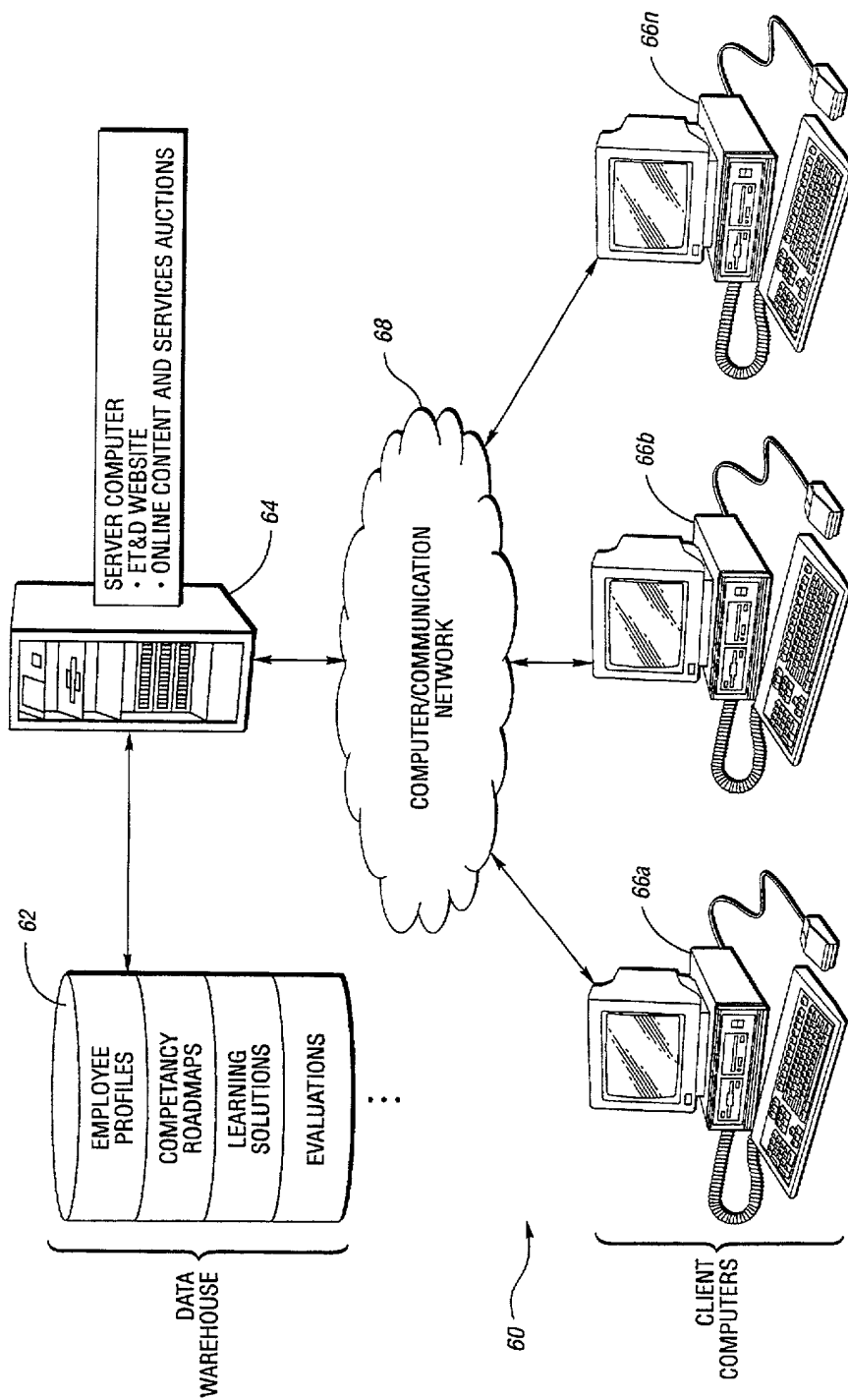
<p>52</p> <p>My Gap</p> <p><input type="checkbox"/> Brand Management</p> <p><input type="checkbox"/> Marketing Initiative</p> <p><input type="checkbox"/> Communications</p> <p>Communication</p> <p><input type="checkbox"/> Communicates/teaches Company's core purpose and values</p> <p><input type="checkbox"/> Listen completely</p> <p><input type="checkbox"/> Communicates concisely, with conviction, and cultural sensitivity</p> <p>Systematic Thinking</p> <p><input type="checkbox"/> Thinks cross-functionality about ideas that impact the business</p> <p><input type="checkbox"/> Boldly pursues ways to improve business processes and incorporates new ideas</p> <p><input type="checkbox"/> Communications</p> <p>Business Acumen</p> <p><input type="checkbox"/> Knows Company's global business operations and the global business context in which the Company operates</p> <p><input type="checkbox"/> Knows how to achieve consumer quality and profit outcomes in a global environment</p> <p><input type="checkbox"/> Demonstrates functional and technical expertise</p> <p>HR Functional Competencies</p>	<p>56</p> <p>Education</p> <ul style="list-style-type: none"> Coaching and the Leadership Development Process: Marketing, Sales, and Service Coaching Skills for Supervisors of Salaried Employees Effective Listening & Feedback Facilitation Skills Managing Conflict for Win/Win Outcomes Strategic Thinking on Paper: Marketing Sales and Service The Dale Carnegie Course <p>Exploration</p> <ul style="list-style-type: none"> 10 Natural Laws of Successful Time/Life Manom. 7 Habits of Highly Effective People 1 of 2 7 Habits of Highly Effective People 1 of 2 7 Habits of Highly Effective People 2 of 2 7 Habits of Highly Effective People 2 of 2 7 Habits of Highly Effective People 2 of 2 Achieving Credibility Aladdin Factor Awaking the Giant Within Build to Last Communicating For Improved Performance Cultivating Initiative in Your Staff Dare To Win Embracing Chaos 1 of 2 Embracing Chaos 2 of 2 First Things First Giant Steps Goals Gun Ho How Leaders Lead How to Be a Winner How to Build a Network of Power Relationships How to Think Like a CEO How to Win Friends & Influence People 1 of 2 How to Win Friends & Influence People 2 of 2
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Fig. 3

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Course Evaluation

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COURSE EVALUATION

Submit

Course: Brand Management
Status: Unpublished
Entered By: J. Morelli
Origin Date: April 16, 2000

1. Since you last completed this course, do you feel your on the job performance has changed?

Select:

Comments:

2. Do you experience any road blocks that prevent you from applying what you have learned on the job?

Select:

Comments:

3. What recommendations do you have for implementing what you have learned on the job?

Comments:

4. What recommendations do you have for increasing the effectiveness of this course?

Comments:

Done

Fig. 5